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The Relationship among Experiential Marketing, Experiential Value, Customer Satisfaction and Customer Loyalty — An Empirical Study of Taiwan Cultural & Creatives Park

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Abstract *— With the advent of the experience economy, the gap between products and services is narrowing. What customers now seek is personal participation to obtain a unique and unforgettable experience. This study primarily explores the relationships between experiential marketing, experiential value, customer satisfaction, and customer loyalty, using Taiwan's Creative and Cultural Parks as the research subject. Questionnaires were distributed through sampling, and the research methods mainly included descriptive statistics, analysis of variance, correlation analysis, and regression analysis. The findings indicate that in Taiwan's Creative and Cultural Parks: 1. Experiential marketing has a positive impact on experiential value; 2. Experiential marketing has a positive impact on customer satisfaction; 3. Experiential value has a positive impact on customer satisfaction; 4. Customer satisfaction has a positive impact on customer loyalty.*

Keywords *— **Experiential Marketing, Experiential Value, Customer Satisfaction, Customer Loyalty.***

I. INTRODUCTION

With the shift in economic value, experiential marketing has become a mainstream strategy in today's marketplace. Concurrently, amid the growing prominence of culture and the arts, local cultural industries have emerged as a vital component of regional tourism strategies. Furthermore, these industries have become a strategic tool for urban economic development and regeneration in advanced economies.

Currently, Taiwan's Council for Cultural Affairs has planned five cultural and creative industry parks (located in Taipei, Taichung, Chiayi, Tainan, and Hualien). This study observes that while existing research often approaches related topics from multifaceted perspectives—such as products, marketing strategies, services, customer loyalty, and satisfaction surveys—within tourism and hospitality contexts, there is a relative scarcity of correlation studies specifically focused on cultural parks in Taiwan. Therefore, this research aims to explore these areas through the lenses of experiential marketing, perceived value, and situational factors. By examining the cultural and creative industries, this study intends to investigate consumer experiences, perceived value, and situational factors within Taiwan's cultural and creative sector from the perspectives of experiential marketing, perceived value, and consumption contexts. The objective is to positively enhance consumers' behavioral intentions

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and enrich diverse local cultural characteristics. Additionally, this research hopes to provide recommendations for cultural and creative industry policies, thereby contributing to Taiwan's ongoing efforts to develop distinctive local cultural industries. The research objectives are summarized as follows:

- To understand the actual levels of consumer satisfaction regarding experiential marketing, experiential perception, customer satisfaction, and customer loyalty within Taiwan's Cultural and Creative Parks.
- To examine the influence of demographic variables on the constructs of experiential marketing, experiential perception, customer satisfaction, and customer loyalty.
- To investigate the correlations among the variables of experiential marketing, experiential perception, customer satisfaction, and customer loyalty.
- To explore the predictive power and path relationships between experiential marketing, experiential perception, customer satisfaction, and customer loyalty.
- To provide recommendations for relevant government marketing policies and improvement strategies, as well as suggestions for future research.

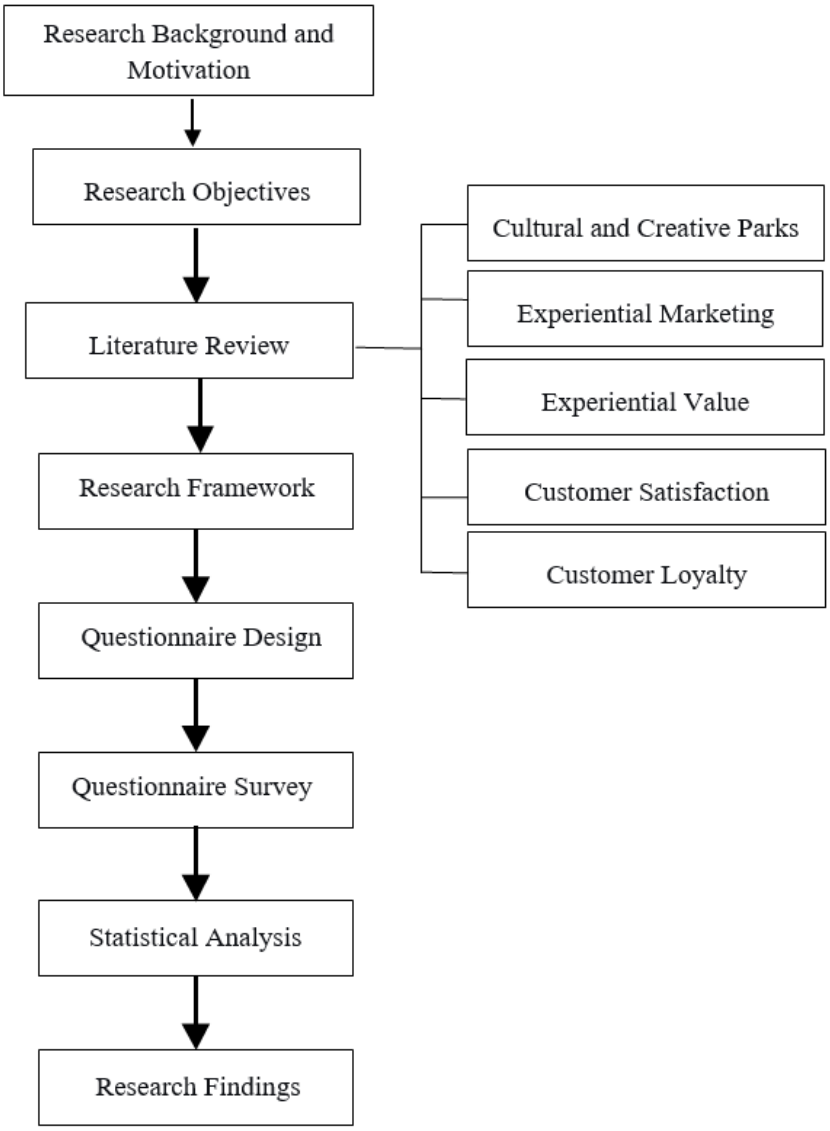

Fig 1. Research Flowchart (Source: Compiled by this study)

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Based on the research motivation and objectives, this study began by collecting various materials and conducting a preliminary review to solidify the intended research direction. A further in-depth examination of relevant literature was then conducted to establish the research framework and subsequently derive the study's hypotheses. Following this, a questionnaire was designed based on the proposed variables, along with appropriate methods for statistical data analysis. Finally, upon the distribution and collection of the questionnaires, the retrieved data were analyzed and validated, leading to the conclusions and recommendations of this research. The research flowchart is presented in fig.1.

II. LITERATURE REVIEW

Based on the main objectives of the research, theories, studies, and literature from relevant fields were sought out, and related documents were initially organized.

2.1 The Relationship Between the Origins of Cultural Industries and Policy

The United States was the earliest country to utilize culture and the arts as a model for enhancing urban development. Kong pointed out that cultural industry strategies realize the benefits of cultural economic policies through physical environment planning and resource integration [1], as described below: (1) The establishment of cultural production infrastructure; (2) The implementation of flagship development projects; (3) The revival of urban public spaces; (4) Partnership between enterprises (private sector) and the public sector. Relevant research literature indicates that the cultural industry and its policies encompass the following aspects [2]: (1) The establishment of cultural and social relationships; (2) The building of trust relationships; (3) The interaction between politics and culture.

2.2 Taiwan's Cultural and Creative Industry

The cultural and creative industry has been one of the important policies promoted by the government in recent years. It not only helps enhance national economic development but also contributes to promoting local cultural characteristics. Internationalizing cultural and creative products is considered the best marketing approach for them. Local cultural and creative industries possess both general commodity characteristics and cultural distinctiveness. While moving towards internationalization, it is essential to maintain both a commercial perspective and a cultural vision. The cultural and creative industry encompasses three parts: culture, creativity, and industry, each stage holding significant functions and meaning.

2.3 Experiential Marketing

With the evolution of the times and the increasing sophistication of consumers, the traditional service-dominated economic era is undergoing a transformation, shifting towards a developmental trend characterized by consumer experience-driven consumption patterns [3]. Experience is an essential aspect of life, not merely a feature of products or services. What matters is its ability to create value for life, allowing both the senses and the soul to derive value through experience [4]. Given its differences from traditional marketing, contemporary experiential marketing focuses on value creation and building deep emotional connections with customers, emphasizing the overall sensory experience and personal journey of the customer during the consumption process.

Amid changes in consumption patterns and rising consumer awareness, the role of experiential marketing has become increasingly significant. Schmitt proposed that experience refers to individual events that stimulate the individual [5]. Experience encompasses the overall quality of life and involves events resulting from direct observation and participation. Within the marketing process, it involves providing appropriate environments and contexts to allow customers to deeply feel the experience. The study proposes five strategic modules: Sense, Feel, Think, Action, and Relate.

Research explores the impact of Experiential Marketing on "Customer Engagement" and, subsequently, its effect on "Brand Loyalty" [6]. Alam pointed out that over the past two decades, studies on experiential marketing in the field of tourism have grown significantly [7]. The relationship between experiential marketing and variables such as tourist behavior, satisfaction, and experiential value has been one of the mainstream topics in research. Maheswari & Wahyunanda, in their analysis of a

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tourist attraction in Indonesia [8], found that experiential marketing strategies have a significant positive impact on increasing the number of visitor arrivals. This suggests that experiential marketing can enhance travel motivation by elevating tourists' "Experiential Value" (such as aspects related to senses, emotions, and participation).

2.4 Experiential Value

Experiential value is a relatively recent concept that has emerged with the advent of the experience economy, primarily evolving from the notion of customer value, effectively superseding it in certain contexts.

Solomon et al. considered value as the benefits customers derive from the process of purchasing a product or receiving a service [9]. Past research on customer value largely adopted a "rational perspective" to define and explore the concept. However, the "rational perspective" and the "experiential perspective" are not entirely opposed; the experiential perspective serves to compensate for the shortcomings of the rational view and addresses issues that the rational perspective cannot adequately explain. "Experiential value" represents the "experiential perspective" within customer value, emphasizing that consumption experiences form the basis of customer evaluation, constituting a subjective ideology. Mathwick et al. defined experiential value as a measure of the extent of sensory, emotional, and aesthetic perceptions regarding a product or service after consumer consumption [10]. Enhancing experiential value can be achieved through the products or services provided by a business, interacting with consumers, and either assisting or hindering the achievement of consumer goals.

2.5 Customer Satisfaction

Cardozo [11], along with Howard and Sheth [12], were among the first to apply customer satisfaction to consumer research. They posited that consumer expenditure and returns constitute a cognitive behavior, emphasizing the outcome of evaluation and comparison. Hempel [13] suggested that the extent to which a product or service aligns with customer expectations determines the final level of customer satisfaction. In other words, customers assess the discrepancy between their expectations and reality, which in turn determines their degree of satisfaction.

Woodside, Frey, and Daly [14] viewed customer satisfaction as a specific type of consumer attitude, reflecting post-purchase affective responses following service experiences. It represents an overall attitude formed on the basis of experience.

Zeithaml and Bitner [15] defined it as the customer's fulfillment response, constituting a judgment regarding whether a product or service feature provides a pleasurable level of consumption-related fulfillment. Fornell [16] proposed that satisfaction refers to a directly evaluable overall feeling. Consumers compare products and services against their ideal standards. Consequently, a consumer might initially be satisfied with a product or service, but upon comparison with prior expectations, may subsequently perceive the product as merely average.

2.6 Customer Loyalty

In traditional consumer behavior theory, loyalty refers to the extent to which consumers consistently purchase a particular brand's products or services, following processes such as brand cognition, trial, and repetition [17]. However, many scholars argue that focusing solely on behavioral theory cannot fully explain customer loyalty; it is also necessary to incorporate psychological preferences for the product or service [18].

Day [19] considered customer loyalty as a favorable attitude towards a product coupled with repeat purchasing behavior. The attitudinal component can be further divided into true loyalty and spurious loyalty. Spurious loyalty occurs when customers face high switching costs or lack alternatives, leading to purchasing behavior that merely appears loyal.

Parasuraman, Zeithaml, and Berry [20] proposed that customer loyalty can be measured through the following five items: 1. Willingness to say positive things about the company; 2. Likelihood of recommending to others; 3. Propensity to complain; 4. Willingness to pay a price premium; 5. Likelihood of switching to competitors.

The definition of customer loyalty also encompasses a customer's willingness to repeatedly purchase a specific brand's products or consistently

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use a particular service. This implies that in competitive markets, high customer loyalty can attract more potential customers. Consequently, businesses often prioritize enhancing customer loyalty as a key operational objective. This study will also examine customer loyalty from both "behavioral" and "attitudinal" dimensions to explore whether experiential value has a positive impact on these facets of customer loyalty.

2.7 The Relationship Between Experiential Marketing, Experiential Value, Customer Satisfaction, and Customer Loyalty

2.7.1 The Relationship Between Experiential Marketing and Experiential Value

From the review of literature on experiential value, it can be understood that the characteristics of experiential value include: originating from the consumer's cognition and preference for the product or service itself; the perceived benefits from consumer evaluation; and encompassing both functional and emotional attributes. Therefore, based on relevant theories, this study defines experiential value as "the perceived benefits generated after consumers' rational and emotional interactive assessment of their cognition and preference for a product or service." Experiential marketing emphasizes that customers are both rational and emotional. Its distinction from traditional marketing lies in creating a special, unique experience, while experiential value is derived from these experiences. Consequently, good experiential marketing can provide consumers with positive experiential value, and thus, effective experiential marketing leads to an enhancement of experiential value.

2.7.2 The Relationship Between Experiential Value and Customer Satisfaction

Woodruff et al. suggested that in terms of consumers' perceptions of product experiences, value and satisfaction are intertwined [21]. In other words, creating better experiential value can bring greater satisfaction to consumers.

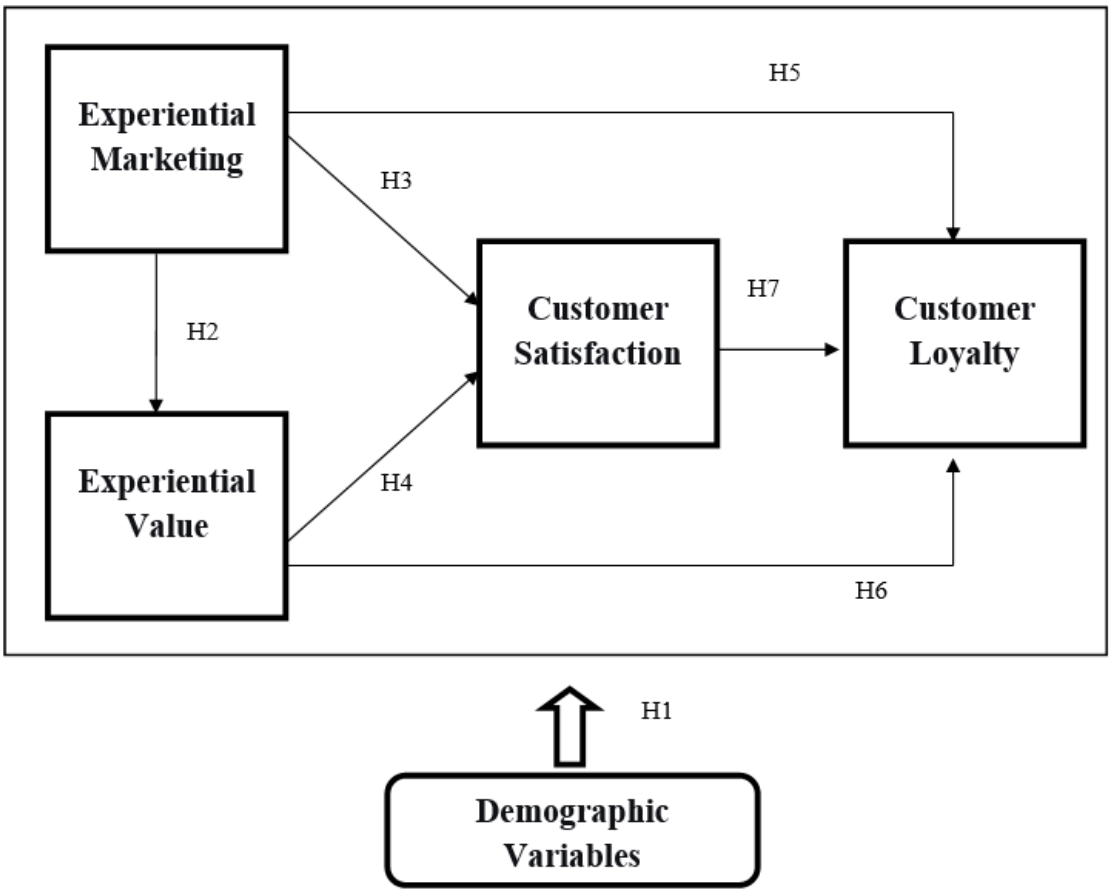

Fig 2. Research Framework

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Elshaer et al., studying customers in Egyptian tourism, hotels, and travel agencies, explored how information asymmetry affects customer satisfaction through trust and perceived value [22]. The study found that experiential value has a positive impact on customer satisfaction.

Bagheri et al. [23], researching tourists in the Algarve, Portugal, proposed a model where the tourist experience (four experience realms) affects tourist satisfaction and loyalty through a "sense of well-being." Their results indicated that experiences promote customer satisfaction by enhancing the sense of well-being. Lin and Wang [24] pointed out that when customers perceive high-quality experiential value during consumption, their satisfaction increases significantly, which further drives loyal behavior. In their study, experiential value was considered a key driver affecting customer satisfaction.

2.7.3 The Relationship Between Customer Satisfaction and Customer Loyalty

Zhang et al. [25] found that the higher the satisfaction customers gain from experiences provided by a brand, the stronger their loyalty to that brand. This positive relationship emphasizes that brands should focus on the design of customer experiences in their marketing strategies and take effective measures to enhance customer satisfaction, thereby promoting repeat purchases and positive recommendations.

2.7.4 The Relationship Between Experiential Value and Customer Loyalty

Regarding the relationship between experiential value and customer loyalty, Cronin et al. [26] believed that the monetary or non-monetary costs consumers incur to obtain a product or service, along with service quality, would affect customers' perceived value, and thus value would directly influence loyalty. Neal [27] argued that to retain customers and encourage repeat purchases, enterprises should convert customer satisfaction into customer value and customer loyalty.

In summary, experiential marketing and experiential value significantly influence customer satisfaction, which in turn plays a crucial role in the formation of customer loyalty. This chain of relationships suggests that when formulating marketing strategies, businesses need to fully consider all aspects of the customer experience to enhance overall customer satisfaction and loyalty.

III. RESEARCH METHODS

Based on the literature review in Chapter 2, this study establishes its research framework. This framework is used to investigate the influence of demographic variables on experiential marketing, experiential value, customer satisfaction, and customer loyalty. It also serves to understand the relationships between experiential marketing, experiential value, customer satisfaction, and customer loyalty. The research framework is presented in Figure 2 below:

The operational definitions for the variables in this study are primarily derived and organized from the aforementioned literature review. The operational definitions for each variable are as follows:

3.1 Experiential Marketing

The measurement of experiential marketing in this study primarily references the five dimensions proposed by Schmitt [5]: Sense, Feel, Think, Act, and Relate, serving as the measurement items. The operational definitions are as follows:

i. Sense: The tourist's sensory perceptions of the experience medium, including sight, sound, smell, taste, and touch, completing the pattern of stimulus, process, and response, thereby creating a positive perceptual experience.

ii. Feel: The positive emotions generated by tourists after participating in the experience activities provided by the park.

iii. Think: The focused and divergent thinking, and curiosity generated by tourists after participating in the experience activities provided by the park.

iv. Act: The experience medium induces consumers to engage in actual activities, interpersonal interaction experiences, and influences changes in personal lifestyle.

v. Relate: Tourists establish connections through brand purchase and usage, gaining social identification and a sense of belonging.

3.2 Experiential Value

The measurement of experiential value in this study primarily references the four dimensions proposed by Mathwick, Malhotra, and Rigdon [10]: Consumer

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Return on Investment, Service Excellence, Aesthetics, and Playfulness, serving as the measurement items. The operational definitions are as follows:

(1) Consumer Return on Investment: The degree of benefit generated for the consumer during the exchange process of purchasing a product or service.

(2) Service Excellence: The extent to which consumers perceive the excellence of service delivered by the service provider, reflecting their professional expertise and performance in related tasks.

(3) Aesthetics: Aesthetics are experiences directly felt by the consumer, which can include visual, auditory, taste, physical feel, comfort, internal perception, aesthetic characteristics of a specific product, and the visual and psychological perception of the overall business environment.

(4) Playfulness: Playfulness exists in the activities consumers engage in throughout the entire product or service usage process, reflecting the degree of immediate, intrinsic, and tangible pleasure felt, such as happiness, excitement, enjoyment, and escapism.

3.3 Customer Satisfaction

This study adopts the perspective of Fornell [16], treating customer satisfaction as a directly evaluable overall feeling, thereby understanding the tourists' subjective, comprehensive, and holistic psychological perception of the experienced product or service.

Therefore, this study defines customer satisfaction as the customer's overall psychological feeling level arising from the pre-experience expectations and the value obtained post-experience.

3.4 Customer Loyalty

Regarding the measurement of tourist loyalty post-experience, this study adopts the behavioral loyalty dimension of positive behavioral intentions proposed by Parasuraman, Zeithaml, and Berry [20] as the measurement dimension. It defines customer loyalty as the degree to which customers are satisfied with the products or services provided by the operator, have the intention to revisit, and are willing to provide positive publicity for the operator.

Based on the research framework and the results of the literature review, this study establishes its research hypotheses to understand the relationships among the personal background variables of tourists visiting Taiwanese Cultural and Creative Parks, experiential marketing, experiential value, customer satisfaction, and customer loyalty. This study proposes null hypotheses that can be statistically verified, specifically outlined as follows:

H1: Investigation of differences in experiential marketing, experiential value, customer satisfaction, and customer loyalty based on different tourist characteristics.

H2: Experiential marketing has a significant impact on experiential value.

H3: Experiential marketing has a significant impact on customer satisfaction.

H4: Experiential value has a significant impact on customer satisfaction.

H5: Experiential marketing has a significant impact on customer loyalty.

H6: Experiential value has a significant impact on customer loyalty.

H7: Customer satisfaction has a significant impact on customer loyalty.

The questionnaire for this study is divided into two parts. The first part collects the respondents' basic demographic information and relevant details regarding their travel participation. The second part, based on the operational definitions of the aforementioned variables, develops and designs the relevant questionnaire items. These variables are measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), where reverse-scored items are assigned points accordingly. The scales used in this study are all supported by literature review and developed through clarification of the concepts related to the respective constructs. Furthermore, valuable expert opinions and discussions with relevant personnel were sought to revise and refine the questionnaire.

After data collection, this study utilized the PASW 18 statistical software package to perform statistical analysis on the data obtained from the questionnaires. Firstly, reliability and validity analyses were conducted on the questionnaire scales. Subsequently, descriptive statistics were performed for the research variables. Finally, correlation analysis and path analysis were conducted on the research variables and hypotheses to verify the research hypotheses proposed by this study.

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IV. DATA ANALYSIS

The questionnaire for this study targeted individuals who have visited Taiwan's Cultural and Creative Parks. The survey was conducted from January 1, 2024, to October 31, 2024. A total of 350 questionnaires were distributed to the target population, with 309 questionnaires returned. After excluding 33 invalid questionnaires due to incomplete responses, 276 valid questionnaires remained, resulting in an effective response rate of 89.3%. Based on the data from the returned questionnaires, a sample structure analysis was performed concerning the consumers' personal attribute variables.

4.1 Tourist Demographics and Travel Characteristics

4.1.1 Tourist Demographics

The analysis of the survey from the Taiwan Cultural and Creative Parks reveals the basic demographics of the respondents, including seven variables: gender, age, education, marital status, occupation, average monthly income, and place of residence. The frequency distribution for each variable is described as follows:

The survey analysis indicates that among the visiting tourists, 47.8% were male and 52.2% were female, showing a slightly higher proportion of females. Regarding age distribution: 25.7% were under 20 years old; 50.4% were 20-29 years old; 16.3% were 30-39 years old; 6.2% were 40-49 years old; and 1.4% were 50 years or older. The 20-29 age group constituted the majority. For education level: 12.7% had junior high school education or below; 18.1% had senior high or vocational school education; 62.7% had college or university education; and 6.5% had a master's degree or higher. This shows that the majority of respondents were college/university students or graduates. In terms of marital status, 72.1% were unmarried and 27.9% were married, with unmarried individuals forming the majority. Occupational distribution was: military/civil servants/teachers 11.2%; industrial workers 5.1%; commerce 12.7%; service industry 8.7%; freelancers 4.0%; retired/homemakers 1.4%; students 51.4%; and others 5.4%. Students constituted the largest group. For income: 27.2% had no income; 23.6% earned below NT$20,000; 27.9% earned NT$20,000-39,000; 17.8% earned NT$40,000-59,000; and 3.6% earned NT$60,000 or more. The NT$20,000-39,000 range was the most common, followed by those with no income. Regarding residence: Northern Taiwan (Keelung, Taipei, Taoyuan, Hsinchu) 4.7%; Central Taiwan (Miaoli, Taichung, Changhua, Yunlin, Nantou) 14.5%; Southern Taiwan (Chiayi, Tainan, Kaohsiung, Pingtung) 80.4%; Eastern Taiwan (Yilan, Hualien, Taitung) 0.4%. Most visitors were from Southern Taiwan, while the fewest were from Eastern Taiwan.

4.1.2 Travel Characteristics

The travel characteristics of the respondents at the Taiwan Cultural and Creative Parks include six variables: number of visits, group size, expenditure status, spending details, source of travel information, and favorite area. The frequency distribution for each variable is described as follows:

Regarding the number of visits: 56.9% were first-time visitors; 19.9% were on their second visit; 6.2% were on their third visit; and 17.0% had visited four or more times. First-time visitors constituted the majority. For group size, the categories were: alone 6.2%; 2 people 33.7%; 3-4 people 37.3%; 5-7 people 10.9%; and 8 or more people 12.0%. Groups of 3-4 people were the most common. Concerning expenditure in the park, 66.3% reported spending money, while 33.7% did not, indicating that not all visitors came primarily to consume, and although most did spend, over thirty percent did not. Among those who spent, the breakdown was: entrance tickets only 0.7%; drinks and food 59.4%; both tickets and F&B 6.2%. This suggests that most spending visitors primarily purchased drinks or food, with very few purchasing only entrance tickets. Based on the survey analysis of the Taiwan Cultural and Creative Parks, the distribution of favorite areas was: Multi-Functional Arts Center 31.70%; Arts Exhibition Hall 15.60%; Ya Tang Hall 18.20%; Tobacco Storage Warehouse 1.50%; Music Rehearsal Room 2.30%; Heng Dao Hall 3.10%; International Exhibition Hall 6.90%; Qiu Shi Academy 3.10%; Outdoor Plaza 17.60%. The Multi-Functional Arts Center appears to be the most preferred area among visitors.

4.2 Reliability Analysis

This study employed Cronbach's Alpha, a commonly used method for testing the reliability of Likert-scale attitude measurements. A Cronbach's Alpha

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coefficient above 0.7 is considered acceptable. In this study, the Cronbach's α values for the constructs of experiential marketing, experiential perception, customer satisfaction, and customer loyalty were 0.96, 0.95, 0.96, and 0.97, respectively, all exceeding 0.8. The overall Cronbach's α value for all constructs in this study was 0.978.

4.3 Analysis of Variance (ANOVA)

This section utilizes t-tests (used to test for differences in means between two population groups) and one-way analysis of variance (ANOVA, used to test for differences in means among three or more population groups) to examine the differences in the personal attribute variables of respondents visiting Taiwan's Cultural and Creative Parks across the various dimensional factors. The empirical results are explained accordingly. The following sections will analyze each research dimension sequentially based on personal attribute variables: gender, age, education level, marital status, occupation, average income, and place of residence. Subsequently, for demographic variables where the above tests showed significant results, post-hoc tests were conducted using Duncan's method for post-hoc comparisons.

4.4 Chi-Square Test

The Chi-Square test is primarily used for the analysis of categorical data and can explore the relationship between two discrete variables (nominal or ordinal scales). The main purpose of the Chi-Square test is to examine whether there is an association or a significant difference between the observed sample frequencies or percentages and the theoretical or population expected frequencies or percentages. This study aims to understand the association between travel characteristic variables (average income, number of visits, and group size) and whether spending occurred among respondents visiting Taiwan's Cultural and Creative Parks, conducting a cross-analysis based on the basic data.

Fig3. Path Analysis

4.5 Correlation Analysis

Prior to conducting data analysis, this study used Pearson correlation coefficient analysis to detect multicollinearity issues among the variables, as shown in the table. According to the results, the correlation coefficient between any two of the variables—experiential value, customer satisfaction, and customer loyalty—did not exceed 0.8. Therefore, no multicollinearity issue exists among the independent variables in this study.

4.6 Regression Analysis

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To further understand the impact of customer satisfaction and various factor dimensions on customer loyalty, this study employed the enter method of multiple regression analysis. The independent variables were experiential marketing, and the dependent variable indicators were experiential value, customer satisfaction, and customer loyalty, aiming to clarify the key factors influencing loyalty. This study used linear regression analysis to establish predictive models for the variables. Since the model includes more than one explanatory variable affecting the dependent variable, a multiple regression model with several explanatory variables was established, incorporating multiple independent variables simultaneously to explain and predict the dependent variable.

4.7 Path Analysis

This study employs Path Analysis, which consists of a series of multiple regression analyses, to test the hypotheses related to each construct, describe the causal structural relationships among the research constructs, and investigate the overall causal relationship model of the construct variables. This involves estimation and verification to delve deeper into the key factors influencing the related constructs.

Based on the research model framework and the preceding analysis of the observed data, after confirming that all constructs possess a certain degree of reliability and validity, a causal model diagram (Figure 3: Path Diagram) was constructed for the constructs of experiential marketing, experiential value, customer satisfaction, and customer loyalty.

V. RESEARCH CONCLUSIONS

Based on the primary objective of this study, which was to investigate and understand the relationships between experiential marketing, experiential perception, customer satisfaction, and customer loyalty among consumers in Taiwan's Cultural and Creative Parks, this section details the empirical analysis results according to the research hypotheses:

H1-1: Different genders have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Not Supported.

H1-2: Different age groups have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Not Supported.

H1-3: Different education levels have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Not Supported.

H1-4: Different marital statuses have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Not Supported.

H1-7: Different places of residence have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Not Supported.

Through t-tests and ANOVA, it was found that gender, age, education level, marital status, and place of residence showed no significant differences in perceptions of experiential marketing, experiential value, customer satisfaction, and customer loyalty regarding Taiwan's Cultural and Creative Parks. This indicates that, regarding gender, men and women have similar levels of perception; no discernible differences were found across age groups; different education levels resulted in similar perceptions across constructs; whether single or married, the level of perception across constructs showed no difference; and regarding place of residence, no differences in perception across constructs could be discerned, meaning where one lives does not affect the level of perception across these constructs.

H1-5: Different occupations have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Supported.

Regarding experiential marketing, in the dimensions of Sense and Feel, individuals in industrial occupations were found to have stronger sensory perceptions (such as visual, auditory, olfactory, taste, and touch) and more positive emotions compared to freelancers. In the dimensions

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of Think, Act, and Relate, individuals in commercial occupations showed higher levels of curiosity, interpersonal interaction experience, and connection, social identification, and sense of belonging derived from visiting the Taiwan parks compared to other occupations.

Regarding experiential value, in the Consumer Return on Investment dimension, students perceived a higher degree of benefit from the exchange process of purchasing products or services compared to retired individuals and homemakers. In the Service Excellence and Playfulness dimensions, students rated the professional skills, task performance, and service level of park staff higher than other occupations and were more able to perceive intrinsic, tangible pleasure during product or service usage activities.

From this perspective, when visitors of different occupations come to the Taiwan Creative Parks, students tend to be more open and engaged. It is recommended that government authorities design diverse activities to attract people from other industries.

Regarding customer satisfaction and customer loyalty, individuals in commercial occupations showed higher overall psychological feelings derived from pre-visit expectations and post-experience value, as well as a higher willingness to revisit.

H1-6: Different income levels have a significant difference in their perception of experiential marketing, experiential value, customer satisfaction, and customer loyalty in Taiwan's Cultural and Creative Parks – Partially Supported.

Regarding experiential marketing (including Sense, Feel, Think, Act, and Relate), individuals with an income below NT$60,000 believed that visiting the Taiwan Cultural and Creative Parks could create life value and derive value for the senses and soul through experience more than those with an income of NT$60,000 or above.

In the experiential value dimension, there was no significant difference among different income levels, indicating that visitors of different incomes had similar levels of sensory, emotional, and aesthetic perception regarding products or services after consumption in the Taiwan Cultural and Creative Parks.

Regarding customer satisfaction and customer loyalty, individuals with an income of NT$40,000-59,000 were more satisfied and had higher loyalty than those with an income above NT$60,000.

Regarding income, it was found that individuals with higher incomes rated experiential marketing lower. Park management should identify stimuli that can evoke emotions and encourage active participation among high-income visitors, including connections between the brand and positive moods, emotions of joy and pride, etc.

H1-8: Different average income levels affect spending in the Taiwan Creative Parks – Supported.

H1-9: Different numbers of visits affect spending in the Taiwan Creative Parks – Not Supported.

H1-10: Different group sizes affect spending in the Taiwan Creative Parks – Supported.

Different average income levels significantly affect spending in the Taiwan Creative Parks. Cross-tabulation showed that individuals with no income were less likely to spend, possibly because these visitors are local residents coming for a stroll, including homemakers or retirees who might come to the outdoor square for exercise.

The number of visits did not significantly affect spending, indicating that the frequency of visits does not influence consumption.

Different group sizes significantly affect spending. Cross-tabulation showed that individuals visiting alone were less likely to spend, while groups of two or more had a higher probability of spending.

H2: Experiential marketing has a significant impact on experiential value – Supported.

H3: Experiential marketing has a significant impact on customer satisfaction – Supported.

H4: Experiential value has a significant impact on customer satisfaction – Supported.

H5: Experiential marketing has a significant impact on customer loyalty – Supported.

H6: Experiential value has a significant impact on customer loyalty – Supported.

H7: Customer satisfaction has a significant impact on customer loyalty – Supported.

Experiential marketing affects experiential value, with experiential marketing explaining 45.2%

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of the variance in experiential value. When overall satisfaction is the dependent variable, experiential marketing and experiential value are significant, indicating they influence customer satisfaction, together explaining 67.3% of the variance in customer satisfaction. Experiential value and customer satisfaction significantly affect customer loyalty, indicating they influence customer loyalty. Experiential marketing, experiential value, and customer satisfaction together explain 83.4% of the variance in customer loyalty. Among these, experiential marketing also influences customer loyalty indirectly through experiential value or customer satisfaction. Experiential marketing and experiential value also indirectly influence customer loyalty through customer satisfaction.

Regarding visitor numbers to Taiwan's Cultural and Creative Parks, most visitors reside in Southern Taiwan, suggesting that travel habits of Southern residents may favor free admission venues or those with traditional cultural and recreational appeal. Most Taiwanese visitors learn about this place through online information or word-of-mouth from friends and relatives. Therefore, it is recommended that if the Cultural and Creative Parks wish to reach a wider audience, they could also advertise through television media or newspapers/magazines, as online information might primarily reach younger demographics, while older groups might have less access to online sources. Since the Taiwan Cultural and Creative Parks have various spaces for rent, such as music rehearsal rooms and international exhibition halls, it is suggested to promote these through other channels to increase awareness, attract more visitors, and stimulate consumption.

The experiential activities, natural landscapes, environmental facilities, and historical buildings provided by the Taiwan Cultural and Creative Parks leave a deep impression on visitors after their experience, thereby encouraging a desire to revisit. Simultaneously, visitors' overall satisfaction with the service attitude of the park staff and hosts is good, enhancing visitor loyalty to the tourist attraction. Therefore, this study confirms that experiential marketing has a significant positive impact on customer satisfaction and customer loyalty. Data analysis revealed that experiential value directly affects customer loyalty and can also indirectly affect customer loyalty through customer satisfaction. Most visitors believe that the park allows them to effectively arrange their itinerary and serves as a leisurely attraction where they can relax comfortably. The architectural characteristics are attractive to visitors, providing them with a unique experiential value and a sense of great value for money. High satisfaction leads to positive word-of-mouth recommendation to friends and relatives and revisiting behavior towards the Taiwan Cultural and Creative Parks, highlighting the importance of visitor experiential value.

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